1. Operating Instructions: Policy context

1. In establishing a new integrated adult careers service John Hayes MP, Minister of State for Further Education, Skills and Lifelong Learning, said:

   "We need to give people of all ages the opportunities to enrich their lives and succeed, so it is vitally important that everyone gets the help and support they need to make career choices.

   "By integrating adult careers services, we are building a more responsive system that will provide all the information and tools people need in one place, making it easier and quicker for all users to get the right information and support for them."

2. Geoff Russell, Skills Funding Agency Chief Executive said:

   "The vision is for millions of people to enjoy more rewarding lives. We want to create a culture where career development and acquiring new skills is the norm. This will improve individuals' lives, society as a whole and in turn increase productivity and boost the economy"

3. The integrated adult careers service will be known as Next Step and will consist of three integrated channels (web, phone and face-to-face) operating under one brand, name and telephone number and underpinned by a Customer Relationship Management (CRM) system. It will be a universal service providing personal, relevant advice on getting on in work and life to any adult aged 19 and over (or 18 and over for Jobcentre Plus customers or those in custody).

4. The service will provide access to better information about the labour market and new tools to help adults at any stage in their lives make the right choices about skills, careers and qualifications and plan their career development; a new professional development framework for careers advisers and will be visible through the Next Step brand to raise the service's appeal to the public.

5. Within the web channel, registration for Next Step will provide a secure personalised space that gives customers access to the online tools and services; empowering them to manage their own learning and career development and provide increased information for the service to provide further benefit to the customer.

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